

# THE BLUE DANDELION

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# RESEARCH METHODS

Survey

Focus Group

Delphi

Competitive analysis

Literature Review



# LOCATION

Area Demographics

City life



Fresh

Family

Fun

## MISSION

“We will serve busy families, locally fresh, home-style cooking as home meal replacements to save them time and money for an inexpensive dine-in or take home experience. After an extremely hectic day, families can come and enjoy a fantastic, fun, fresh, and flavorful family dinner at the Blue Dandelion!”

# FACILITY

- Front of the House
- Back of the House

# MY KITCHEN

## The Blue Dandelion

*Waldorf Salad*

*Chicken Pot Pie*

*Vegetable Pot Pie*

*Carrot Cupcakes*

*Mixed Berry Crumble*

MyKitchen

APRIL 20<sup>TH</sup> 5-6



# MENU

## Chicken Pot Pie

<b>Nutrition Facts</b>			
Serving Size (159g)			
Servings Per Container			
Amount Per Serving			
<b>Calories</b> 260	<b>Calories from Fat</b> 120		
	% Daily Value*		
<b>Total Fat</b> 14g			<b>22%</b>
Saturated Fat 3.5g			<b>18%</b>
Trans Fat 0g			
<b>Cholesterol</b> 15mg			<b>5%</b>
<b>Sodium</b> 340mg			<b>14%</b>
<b>Total Carbohydrate</b> 25g			<b>8%</b>
Dietary Fiber 2g			<b>8%</b>
Sugars 2g			
<b>Protein</b> 8g			
Vitamin A 20%	•	Vitamin C 8%	
Calcium 2%	•	Iron 8%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
	Fat 9	• Carbohydrate 4	• Protein 4

## Mixed Berry Crumble

<b>Nutrition Facts</b>			
Serving Size (150g)			
Servings Per Container			
Amount Per Serving			
<b>Calories</b> 260	<b>Calories from Fat</b> 35		
	% Daily Value*		
<b>Total Fat</b> 3.5g			<b>5%</b>
Saturated Fat 0g			<b>0%</b>
Trans Fat 0g			
<b>Cholesterol</b> 0mg			<b>0%</b>
<b>Sodium</b> 95mg			<b>4%</b>
<b>Total Carbohydrate</b> 55g			<b>18%</b>
Dietary Fiber 5g			<b>20%</b>
Sugars 35g			
<b>Protein</b> 7g			
Vitamin A 0%	•	Vitamin C 30%	
Calcium 6%	•	Iron 10%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
	Fat 9	• Carbohydrate 4	• Protein 4

Family Style

Fresh

Local

# SAFETY PROCEDURES

## Work Safety Management

- During Orientation
- Use of posters
- Safety commands and equipment
- On-going safety training
- Employee safety committee
- Safety awards program
- Managers must “walk the talk”

## Food Safety Management

- Food safety training
- Proper equipment and supplies
- Employee hygiene/sanitation



# ENVIRONMENTAL MANAGEMENT

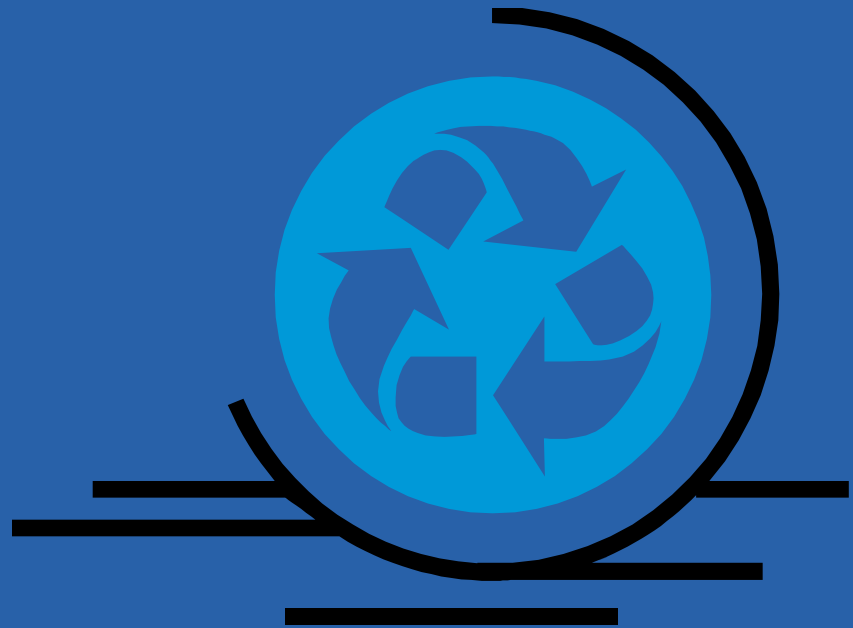
Equipment

Efforts to Reduce

Recycling

Employee Involvement

Community Activities



# MARKETING

- At Local Farmer's market
- Community events
- Specialty Drinks
- Recognizable service

# QUESTIONS?

The Blue Dandelion

Fresh – Family - Fun